

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A method for producing and distributing a digital magazine, comprising the steps of:

electronically laying out during design of a digital magazine a plurality of pages to form [[a]] the digital magazine, such that each single page fully fits a selected one of either a landscape format or a portrait format display screen, so that each page is displayable in a full-screen manner without borders and with any toolbars of a display program hidden, and wherein the page can be read without zooming, scrolling, or page scrolling;

electronically inserting in each page of the digital magazine graphics for a navigation bar, wherein the graphics for the navigation bar shows a plurality of functions;

combining the plurality of pages to form a single document, the document including at least one digital file;

programming the navigation bar to be operational, such that each of the plurality of functions shown thereon may be activated upon selection with an electronic pointing device;

locking the digital magazine to prevent it from being altered;

storing the document with the operational navigation bar in an electronic storage device as the digital magazine; and

electronically distributing the locked digital magazine to a plurality of subscribers.

2. (original) The method according to Claim 1, wherein the step of electronically distributing the digital magazine includes electronically transmitting to each of the plurality of subscribers the digital magazine as an attachment to an e-mail message.

3. (original) The method according to Claim 1, wherein the step of electronically distributing the digital magazine includes transmitting to each of the plurality of subscribers an e-mail message with a URL for accessing the electronic storage device storing the digital magazine.
4. (original) The method according to Claim 3, wherein the URL is a hyperlink and, when a subscriber activates the hyperlink from a computer, the digital magazine is automatically downloaded from the electronic storage device to the computer.
5. (canceled)
6. (original) The method according to Claim 1, wherein the display screen is oriented in a landscape format.
7. (original) The method according to Claim 1, wherein the display screen is oriented in a portrait format.
8. (original) The method according to Claim 1, further comprising the step of programming at least one of a hyperlink, a redirected page, an audio clip, and a video clip into the digital magazine.
9. (original) The method according to Claim 1, wherein the step of electronically laying out a plurality of pages includes utilizing a template to lay out one or more areas of a page.
10. (original) The method according to Claim 1, further comprising the step of compressing a storage size of the digital magazine before storing the digital magazine in the electronic storage device.
11. (canceled)
12. (canceled)

13. (canceled)

14. (canceled)

15. (previously presented) A method of distributing a locked digital magazine, comprising the step of electronically transmitting an e-mail message to each of a plurality of subscribers of the digital magazine, wherein, depending on a storage size of the digital magazine, the digital magazine is:

transmitted as an attachment to the e-mail message, or

automatically downloaded to a computer when a hyperlink included in the e-mail message is activated by a subscriber using the computer, wherein the digital magazine has been produced by:

electronically laying during design of a digital magazine out a plurality of pages to form [[a]] digital magazine, such that each page fully fits ~~a selected one of either~~ a landscape format ~~or a portrait format~~ display screen, so that each page is displayable in a full-screen manner without borders and with any toolbars of a display program hidden, and wherein the page can be read without zooming, scrolling, or page scrolling;

electronically inserting in each page of the digital magazine graphics for a navigation bar, wherein the graphics for the navigation bar shows a plurality of functions;

combining the plurality of pages to form a single document, the document including at least one digital file;

programming the navigation bar to be operational, such that each of the plurality of functions shown thereon may be activated upon selection with an electronic pointing device

storing the document with the operational navigation bar in an electronic storage device as the digital magazine; and

locking the digital magazine to prevent it from being altered.

16. (canceled)

17. (canceled)

18. (canceled)

19. (canceled)

20. (canceled)

21. (canceled)

22. (canceled)

23. (previously presented) The method according to Claim 15, wherein the step of electronically distributing the digital magazine includes electronically transmitting to each of the plurality of subscribers the digital magazine as an attachment to an e-mail message.

24. (previously presented) The method according to Claim 15, wherein the step of electronically distributing the digital magazine includes transmitting to each of the plurality of subscribers an e-mail message with a URL for accessing the electronic storage device storing the digital magazine.

25. (previously presented) The method according to Claim 24, wherein the URL is a hyperlink and, when a subscriber activates the hyperlink from a computer, the digital magazine is automatically downloaded from the electronic storage device to the computer.

26. (previously presented) The method according to Claim 15, wherein the display screen is oriented in a landscape format.

27. (previously presented) The method according to Claim 15, wherein the display screen is oriented in a portrait format.

28. (previously presented) The method according to Claim 15, further comprising the step of programming at least one of a hyperlink, a redirected page, an audio clip, and a video clip into the digital magazine.

29. (previously presented) The method according to Claim 15, wherein the step of electronically laying out a plurality of pages includes utilizing a template to lay out one or more areas of a page.

30. (previously presented) The method according to Claim 15, further comprising the step of compressing a storage size of the digital magazine before storing the digital magazine in the electronic storage device.